

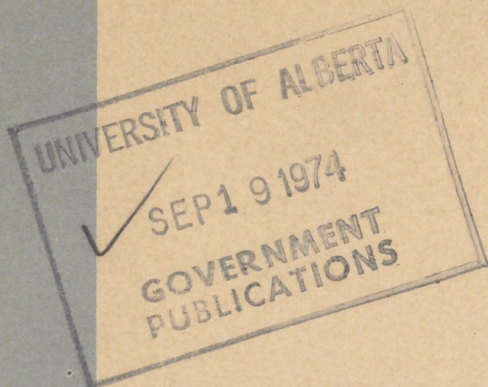
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**ANNUAL REPORT
OF THE**



Alberta

PROVINCIAL MARKETING BOARD

INCORPORATING AUDITOR'S REPORT OF ITS SUBSIDIARY

MARKETING SERVICES LIMITED

GOVERNMENT OF THE PROVINCE OF ALBERTA

DEPARTMENT OF

INDUSTRIES AND LABOUR



1958

This Report covers the operations of the Provincial Marketing Board and its subsidiary Marketing Services Limited for the year ended December 31st, 1958.

The original was delivered to the Honourable the Minister of Industries and Labour for submission to the Lieutenant Governor in Council.

The Report, together with the Report and Balance Sheet prepared by the Provincial Auditor, was laid on the table of the Legislative Assembly of the Fifth Session of the Thirteenth Legislature on March 25th, A.D. 1959.

(Sessional Paper No. 20.)



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TWENTIETH ANNUAL REPORT

OF

THE

PROVINCIAL MARKETING

BOARD

DEPARTMENT OF INDUSTRIES
AND LABOUR

GOVERNMENT OF THE PROVINCE
OF ALBERTA

- 1958 -

Submitted by
Charles R. Pearce
Chairman



THE UNIVERSITY OF ALBERTA

THE
PROVINCIAL MARKETING
BOARD

DEPARTMENT OF INDUSTRIES
AND LABOUR

GOVERNMENT OF THE PROVINCE

1958

EXTRACT

FROM

THE ALBERTA MARKETING ACT

(1939, C3, s1)

REVISED STATUTES OF ALBERTA 1955

VOLUME 111, CHAPTER 191

An Act respecting the Marketing of Natural Products and other Commodities and to provide for the regulation thereof within the Province.

THE PROVINCIAL MARKETING BOARD

(1) "For the purpose of providing producers, manufacturers, distributors and consumers in the Province with the means of buying and selling goods, wares, merchandise and natural products at a price which is fair and equitable, the Lieutenant Governor in Council may constitute a Board to be known as 'The Provincial Marketing Board', which shall be a body corporate and shall be empowered to buy and sell and deal in any goods, wares, merchandise and natural products, or any of them whatsoever, either by wholesale or by retail, or both by wholesale and retail, and to act as a broker, factor or agent for any person in the acquisition or disposition of any goods, wares, merchandise or natural products, and for the purpose to do and transact all acts and things which a natural person engaged in a general mercantile business has the capacity or the power to transact."

(2) "With the approval of the Lieutenant Governor in Council the Provincial Marketing Board is empowered to engage in any or all of the following businesses, namely, manufacturing, producing, processing, handling or distributing of any goods, wares, merchandise or natural products, and incidentally thereto, to acquire by purchase or otherwise, any land or any other property required by the Provincial Board for the purpose of or incidental to any such business and to do and to transact all acts and things which a natural person engaged in any such business has the capacity or power to transact, including the borrowing of money for any of the aforesaid purposes."

THE PROVINCIAL MARKETING BOARD

DEPARTMENT OF INDUSTRIES AND LABOUR

GOVERNMENT OF THE PROVINCE OF ALBERTA

Edmonton, Alberta,
December 31st, 1958.

To:

Honourable R. Reiersen,
Minister,
Department of Industries and Labour.

Sir:

It is my privilege to submit herewith the Twentieth Annual Report of the Provincial Marketing Board for the year ending December 31st, 1958, together with Financial Report of Marketing Services Limited (a wholly owned subsidiary of the Provincial Marketing Board) for the year ended December 31st, 1958.

The Financial Report referred to above has been prepared and audited by direction of the Provincial Auditor.

THE PROVINCIAL MARKETING BOARD

POLICY OF THE BOARD

1. To encourage and assist industrial enterprises employing Alberta personnel and utilizing the Province's natural products, thereby promoting development within the Province of Alberta.
2. To make available to Alberta industries raw materials purchased so advantageously and in such volume as to provide price benefit to these industries.
3. To operate, sponsor and manage Alberta industries when expedient, for the employment of Alberta personnel and the utilization of the Province's natural resources.
4. To give publicity to, and encourage and assist in the distribution of, Alberta Made Goods.

SCOPE OF REPORT

Reflecting the range of the activities and responsibilities of the Provincial Marketing Board, this report is sectionalized as follows:

- I. Buying Policies and Method of Operation
- II. Activities relating to Production and Assistance
- III. Selling and Promotional Activities
- IV. Trading Activities

I. BUYING POLICIES AND METHOD OF OPERATION OF THE BOARD

In keeping with its primary objectives, the Board is guided in its buying policies by the requirements of the Alberta industries which it serves, and as a result the most influential factors bearing on this policy are:

- (a) Effect savings in price by mass buying.
- (b) Save transportation costs through buying in carload lots or combining shipments.
- (c) Buy during seasonal "peaks" when price and/or quality are most inviting.
- (d) Assure continuity of supply through buying in keeping with market trends.
- (e) Keep abreast of all product developments in order that only the most suitable materials may be purchased for manufacture.
- (f) Take full advantage of all discounts by prompt payment in full within the discount period.

The Board passes on to the industries on whose behalf inventories are procured, all benefits resulting from the buying policies followed by the Board. The benefits to such industries very often make the difference of assuring success where otherwise failure was threatened. In a number of

cases businesses commenced operations in the Province owning a building or having one under Lease, having machinery and equipment fully paid for or under partial Lien, and having sufficient working capital to carry them through a period of ninety to one hundred and twenty days when the first returns from sales are due.

Experience has shown that, the inability of such companies to finance inventories of raw materials in quantities large enough to qualify for volume discounts has, in a number of cases, placed such companies at a crippling disadvantage. Many are unable to meet payment for raw materials in time to earn cash discounts, while still others find they cannot even meet the terms of the suppliers of their raw materials. Industries in Alberta so hampered by problems involving raw materials inventory, may apply to the Provincial Marketing Board for assistance, and in making an approach to the Board they enjoy sympathetic reception from a branch of the Alberta Government possessed of the knowledge and experience necessary for a full appreciation of these common problems and having readily available funds and all other facilities necessary for their immediate solution.

The Board is justly proud of its ability to render aid to industry swiftly and advantageously, but is at the same time equally proud of its highly efficient, proven methods of ensuring that aid is rendered where it is merited and under conditions bearing a minimum risk to the public funds involved. The Board's current *modus operandi* has evolved from its vast and varied experience in dealing with business ventures in every field of industrial endeavour thus rendering it capable of combining fast action with meticulous care. When the Board enters into an assistance agreement with the client it does so after having become thoroughly convinced that the client, the Province, industry in general, and Albertans and the general public at large, will benefit from its action.

An Alberta industry making application for Provincial Marketing Board assistance is requested to provide all pertinent information during the first interview with a Member or Officer of the Board and a copy of the most recent audited financial statement is secured and checked and later studied by the Board. When the applicant is an operating concern, an interim statement is also requested in order that the current position of the concern may be revealed. This study of the firm's financial structure and history is followed by a careful inspection of the plant, buildings and all equipment and a thorough examination of manufacturing methods and procedures. When it has been shown, to the satisfaction of the Board, that there exists a good demand for the product involved, and that the applicant has the potential for meeting this demand skilfully and reliably while utilizing natural resources of the Province and providing gainful employment for Alberta citizens, the assistance of the Provincial Marketing Board is almost assured.

When an applicant has completed the Board's short but informative form of application, the same is taken under careful study and is given the serious consideration of the Board at its regular or special meeting. When the application proves to be in all respects, of such a nature as to come within the sphere of normal Board aid, and when a decision has been made in favour of the application, the Board recommends it to the Honourable the Minister of the Department of Industries and Labour for his approval. When an application has received the formal approval of the Minister an Agreement is drawn and executed, setting out all the terms and conditions under

which the assistance will be rendered and an agreed upon sum of money is immediately made available for investment in the required materials inventory, such money being expended by the Crown Corporation, Marketing Services Limited, in accordance with requisitions from the Client Company.

Neither the Provincial Marketing Board, nor its subsidiary, Marketing Services Limited, lend any money to applicants; a factor which is of special significance. Purchases of raw materials are made by Marketing Services Limited as desired by, and to the benefit of, the Client Company. When the materials so purchased arrive in the Client's locale they are stored by the Crown Corporation for the period of the Agreement, the applicant paying the Crown Corporation for supplies of the materials as they are withdrawn for manufacture or fabrication.

The tremendous benefits accruing to the Client Company as a result of the Board's buying policies are perhaps most apparent at the point when withdrawals are made by the client from the inventory. In brief, the Client Company may now purchase from the Crown Corporation its day-to-day requirements at the same price-per-unit as has been paid by the Crown Corporation in buying on a mass quantity basis. It is at this point as well that the client receives full benefit of all savings effected on transportation, cash discounts, rates of exchange, etc. Meanwhile, at no stage in the progress of an Agreement does an Applicant Company lose its freedom to discontinue its connection with the Crown Corporation without penalty or bonus by making full purchase of the balance of materials on hand. Neither the Provincial Marketing Board nor its trading company operate with any profit making motives, both being solely interested in the establishment and promotion of industry in Alberta for the production of "Made in Alberta" merchandise and the increase in gainful employment opportunities for Alberta citizens.

In its normal processes of operation, the Board has purchased, through its Crown Corporation, Marketing Services Limited, quantities of raw Sucker Rod, Steel Skelp and Sheet, Semi-finished Tubing, Iron Castings, Steel Plate, Aluminum, Cement, Machine Parts, Gas Cylinders, Steel Shapes, Lumber, Glycol, Wire in various forms including Mesh, Plastics, Plywoods, Unfinished Drill Bit Segments and other raw materials. These materials have been held in storage and released as required by the Client industries, which industries, though they may be relatively small, enjoy the same inventory advantages normally available only to much larger and stronger companies.

Through the facilities of the Alberta Government Purchasing Agency, advantage is taken of the knowledge of experienced Buyers to assist the Board in selecting the best sources of supply and obtaining most timely delivery.

When, in unusual cases, continuous assistance is rendered by the Board to an industry through a number of years, this assistance is invariably given through a succession of individual Agreements, each of which is gradually reduced in accordance with the growth of the industry with a view to rendering the Client Company self-supporting at as early a date as possible. The Board feels gratified when a new business has been elevated to this desirable level or when an established organization has been successfully helped through a difficult period.

The advisory assistance offered by the Board, to Alberta industry, frequently proves to be of as great importance as material or financial aid. Through the years the Members and Officers of the Board have amassed an

extensive knowledge of markets and sources of supply, patents, sales and promotion methods, industrial employment conditions and the incorporation of companies when advantageous. They have also introduced many Albertans to the services available to them from other Departments of Government. The services offered by industrial and agricultural engineers in the Research Council of Alberta and the Department of Agriculture have been drawn to their attention again and again, and pleasant surprise is frequently expressed by citizens who learn, through this Board, of services maintained by the Government for their benefit.

II. ACTIVITIES RELATING TO PRODUCTION AND ASSISTANCE

The assistance made available by the Board during the past year involved funds totalling \$1,015,031.20 and embraced fourteen industries operating within the Province of Alberta, which industries were engaged in the following types of business:

- (1) Manufacture of Sucker Rods, Mud Tank Valves, Mobile Camps, etc., for the Oil Industry.
- (2) Cathodic Prevention Service.
- (3) Oil Field Supplies and Equipment.
- (4) Manufacture of Insulation Wool.
- (5) Manufacture of Plastic Hose and other forms of Plastic Extrusion.
- (6) Manufacture of Steel Culverts.
- (7) A Welding School specializing in Pipe Line Welding.
- (8) The supply of Irrigation Pumps and Tubing.
- (9) Manufacture of Domestic and Industrial Windows using Plastic Extrusions and other raw materials.
- (10) Oil Field Storage Tanks and Accessories.
- (11) Manufacture and Sale of Domestic Furnaces.
- (12) Manufacture of Mobile Equipment for the handicapped.
- (13) Fabricating of Laminated Beams for industrial construction.
- (14) Potato processing.

When an industry has been assisted to a level of production and profit which places it above the need for further assistance from the Board, it is at this juncture that the Board is considered to have achieved its best and fullest purpose. Such gratifying and rewarding results are in constant evidence, and gratifying letters of testimony from Companies assisted by the Board, but no longer requiring assistance, repeatedly attest to the great value of Marketing Board aid in establishing and promoting the industry in the Province of Alberta.

III. SELLING AND PROMOTIONAL ACTIVITIES

Not the least of the functions of the Provincial Marketing Board is that of encouraging the sale of Alberta products, and to this end various effective forms of advertising are employed including personal contact wherever possible. Keen interest in Alberta products is signified by enquiries throughout Canada and from other countries as well, and no effort is spared in bringing the most informative and inviting information to the attention of these interested enquirers.

General:

An active search is constantly being carried on by the Board for information which will bring to light potential spheres of industrial development, and the most advantageous exploitation of these potentials. Preferential areas of operation also receive the Board's keen interest and all information gained and views developed are freely passed on to receptive enquirers in order that they may gain benefit from this guidance.

The expansion of employment opportunities within the Province is an objective to which the strongest forces of the Board are diligently applied, and as a testimony of the Board's accomplishments in this field, one client credits Marketing Board aid with enabling its operation to raise its payroll position from five employees a few years ago, to a present total payroll within the Province of \$735,000.00 per year. Other small industries offer similar testimonies of achievement on comparative scales. The list of now thriving industries which have, at one time or another, received assistance from the Board, is an imposing one, evidencing the fact that practical co-operation is possible, and indeed desirable, between Government and Industry.

Inventions and Patents:

The truth of the statement that "Necessity is the Mother of Invention" has been amply proven in Alberta where the huge development has brought the necessity for many new products, and this necessity has in turn given birth to the invention of many unique and vitally important articles and pieces of equipment. Constant but by no means unwelcome visitors to the Board's offices are those ingenious individuals who have developed some new idea or gadget which they wish to patent and market with the aid of the Board. The boundless enthusiasm of most inventors is a quality unto itself making the task of discerning between the practical and the useless a difficult one. In the majority of cases the Board can only act in an advisory capacity but some of the ideas are investigated or referred to specialists for opinions depending upon their basic nature and their potential value in industry. Through the help of the Board, inventors are on occasion spared the unnecessary expense of further investigation when a specialist's report indicates the article in question is not favourable to production.

Miscellaneous:

Under the terms of Order-in-Council No. 1173/57 the Board acts as Agent for all Departments of the Government in the disposal of materials and equipment which have become surplus to the requirements of these Departments.

During the year 1958 the Provincial Marketing Board conducted forty Sales, realizing the return of \$28,307.51 to the benefit of various Government Departments. Items so dealt with included Roadmaking and Contracting Equipment, Scrap Steel, Fire Hose, Office Equipment, Milling Equipment, a Fire Demonstration Hut, Bath Tubs, Potato Planter, Safe and Doors, Survey Equipment, Fishing Rods, Beds, Tires, etc.

Sale of Motor Vehicles:

The following is a statement of the Board's conduct of sales during 1958, while acting as Agent for all Government Departments for the sale of all used Motor Vehicles, Passenger Cars, Trucks and Motor Cycles, etc.

<u>Used Surplus Motor Vehicles</u>		
<u>Sales during 1958</u>		
No. of Sales Conducted	No. of Units Sold	Total Yield From Sales
<u>6</u>	<u>231</u>	<u>\$164,587.59</u>

Promotional and Administrative:

The Provincial Marketing Board, with the aid of its wholly owned subsidiary, the Crown Corporation, Marketing Services Limited, administers in all matters referred to it, which matters have in the past included the operation of a Woollen Mill, Rock Wool Insulation Plant, etc. At the present time the assets of a Coal Mining Company are being disposed of as a result of the Chairman of the Board being appointed Receiver of the Assets of Brazeau Collieries Limited at Nordegg, Alberta. During the past year, a total of two hundred and forty-three sales of these assets have been finalized, constituting the return of over \$32,000.00 and ranging from Stove Bolts to a huge Air Compressor. Significant interest is presently being generated concerning the huge deposits of coking coal known to be existent in these mining properties and every effort is being made to further promote this interest.

IV. TRADING ACTIVITIES

The Board's wholly owned subsidiary, Marketing Services Limited, was used during 1958 for the conduct of all of the Board's trading activities and the Provincial Auditor's Report and Financial Statements covering these activities are submitted as part of this report. With regard to the Trading Accounts referred to in the Auditor's Statements, attention is drawn to the fact that, after provision of Reserve for Bad Debts and Stock Obsolescence, a net profit was realized. This is significant when it is realized that this Corporation as a trading body, is required before net profits are determined, to pay from its operational earnings all salaries, interest on borrowed capital, and all other expenses incurred in its operation.

Conclusion:

The foregoing illustrates, to some extent, the application of The Alberta Marketing Act to Alberta business. While there does not appear to be any other Province in Canada with legislation in force to extend a comparable service to its citizens, there is now a trend towards interest in such

fields by other Provincial Governments and while flattery springs from imitation, it is more important to note that, generally speaking, only those things are imitated which have proven themselves to be definitely worthwhile.

REVIEW

By year end it was apparent that business activity in the Province was well past the low point of the "recession". The late months of 1957 and the early months of 1958 had shown a slackening of business volume; since midsummer 1958, the recovery has been gaining increasing momentum.

With farm cash income holding at present levels, with the construction industry engaged at near capacity; particularly in residential construction, with the increases to be expected in sales of all types as these new houses are occupied; with several new manufacturing plants coming into operation in 1959, with mineral production (particularly crude oil) once more increasing substantially; and particularly with an upturn in business reported in all other parts of North America, it seems obvious that 1959 will be a particularly prosperous year for all sectors of the economy of the Province.

New Industries:

1958 was marked by the completion of several major industrial projects and the commencement of construction of a number of other plants. Many of the projects undertaken in 1958 remain to be completed in 1959.

The extent to which the Board participated in this development of industry during this period is revealed, in dollar volume, by the Provincial Auditor's Financial Statement attached hereto.

It is both interesting and significant to note that during the period 1940 to 1958 aid rendered to Alberta Industry by this Board amounted to \$8,837,051.53.

In closing, may I express to you, Sir, on behalf of the Provincial Marketing Board, our sincere appreciation of your interest and counsel, and to your Deputy Minister and other Officials in this Department, our thanks for their unfailing courtesy and assistance.

To Officials of many other Departments of Government we extend our thanks for their co-operation.

Respectfully submitted,
Charles R. Pearce, Chairman,
PROVINCIAL MARKETING BOARD.

GOVERNMENT OF THE PROVINCE OF ALBERTA

OFFICE OF THE PROVINCIAL AUDITOR

Edmonton, March 5, 1959.

Board of Directors
Marketing Services Limited

I have audited the books and records of Marketing Services Limited for the year ended December 31, 1958, and the following statements are submitted herewith:

Statement	Particulars
A.	Balance Sheet
B.	Statement of Profit and Loss

Operations

Marketing Services Limited, incorporated under Part III of The Alberta Marketing Act, Chapter 191, R.S.A. 1955, conducted the trading activities of the Provincial Marketing Board for the year ended December 31, 1958.

Activities during the year consisted of the merchandising of implement parts and other commodities and rendering financial assistance under agreements to certain industries within the Province.

Operations resulted in a net profit of \$19,746.26 as set forth in Statement B.

Balance Sheet

Accounts receivable aggregating \$11,747.03 consist mainly of advances, under agreements, to certain industries within the Province. These advances result from the purchase and resale of the commodities necessary for the particular activities of the industries, from expenditures for equipment and advances for operating expenses.

Inventories of commodities on hand at December 31, 1958, are certified as to prices and quantities by officials of the Corporation. The reserve for inventory valuation is based on an estimate made by officials of the Corporation.

The Rock Wool Plant is shown on the Balance Sheet at \$104,076.46, being the balance outstanding of advances made by Marketing Services Limited for the construction and operation of an insulation plant at Gap Lake. Recovery in full of the net investment through sale or operation of the plant would appear doubtful.

The Corporation issued to the Provincial Marketing Board one hundred shares of the capital stock for which no value was received. This transaction is not recorded and is not reflected on the attached Balance Sheet.

Subject to the foregoing, I certify that, in my opinion, the attached Balance Sheet is properly drawn up so as to show the true financial position of Marketing Services Limited as at December 31, 1958, according to information and explanations given to me and as shown by the books of the Corporation and the accompanying Statement of Profit and Loss correctly sets forth the result of operations for the year ended at that date.

C. K. HUCKVALE, F.C.A.,
Provincial Auditor.

Statement B

GOVERNMENT OF THE PROVINCE OF ALBERTA
MARKETING SERVICES LIMITED

STATEMENT OF PROFIT AND LOSS

FOR THE YEAR ENDED DECEMBER 31, 1958

Sales:

Commodities under agreements	\$ 627,402.22	
Implement parts	1,838.21	
Other commodities	4,264.77	
	<u> </u>	\$ 633,505.20
Deduct: Cost of sales		624,019.67
Gross profit on sales		<u> </u>
		\$ 9,485.53

Add: Other income:

Interest earned on advances	\$ 18,166.14	
Bank interest	3,527.80	
Rentals	2,400.00	
Brokerage on expired agreements	336.27	
Profit on sale of motor vehicle	312.64	
Miscellaneous	305.00	
	<u> </u>	25,047.85
		<u> </u>
		\$ 34,533.38

Deduct: Expenses:

Salaries and wages	\$ 12,213.64	
Provision for depreciation	1,367.91	
Motor vehicle maintenance	480.25	
Insurance	187.91	
Telephone and telegraph	143.91	
Office supplies	111.32	
Travelling	48.70	
Maintenance of depot	40.64	
Miscellaneous	192.84	
	<u> </u>	14,787.12
Net profit from operations		<u> </u>
		\$ 19,746.26

GOVERNMENT OF THE

MARKETING SERVICES LIMITED

BALANCE SHEET AS AT DECEMBER 31, 1958.

ASSETS

Cash on hand		\$ 153.74
Cash in treasury branches		577,793.44
Accounts receivable	\$ 11,747.03	
Less: Allowance for doubtful accounts	9,048.60	
		<u>2,698.43</u>
Inventories:		
Held for sale under agreements, at cost	\$ 122,517.61	
Less: Agreement deposits	44,275.00	
		<u>\$ 78,242.61</u>
Held for sale to the public, at cost	21,921.86	
		<u>\$ 100,164.47</u>
Less: Reserve for inventory valuation	19,070.86	
		<u>81,093.61</u>
Prepaid expenses		285.41
Rock Wool Plant, Gap Lake		104,076.46
Motor vehicles and other equipment, at cost less accumulated depreciation		4,235.86
Warehouse building, at cost less accumulated depreciation		3,387.43
		<u><u>\$ 773,724.38</u></u>

Statement A

PROVINCE OF ALBERTA

MARKETING SERVICES LIMITED

BALANCE SHEET AS AT DECEMBER 31, 1958.

LIABILITIES

Accounts payable:	
Trade creditors	\$ 4,713.93
Contract deposit	5,000.00
Due to Provincial Treasurer:	
Advance under the authority of the Alberta Marketing Act, Sec. 17, Chapter 191, R.S.A. 1955	500,000.00
Share capital:	
Authorized: 20,000 shares with a par value of \$10.00 each. Issue restricted to Provincial Marketing Board	<u>\$ 200,000.00</u>
Surplus:	
As at January 1, 1958	\$ 239,201.08
Add: Adjustment applicable to previous years	<u>5,063.11</u>
	\$ 244,264.19
Add: Net profit from operations as per statement B	<u>19,746.26</u>
	<u>264,010.45</u>
	<u>\$ 773,724.38</u>

This is the Balance Sheet referred to in my report of March 5, 1959
addressed to the Board of Directors, Marketing Services Limited.

C. K. HUCKVALE, F.C.A.,
Provincial Auditor.

GOVERNMENT OF
THE PROVINCE OF ALBERTA

DEPARTMENT OF INDUSTRIES AND LABOUR

Honourable Raymond Reiersen, Minister

John E. Oberholtzer
Deputy Minister

PROVINCIAL MARKETING BOARD

Charles R. Pearce, Chairman

John R. Fleming, Member

Willard S. McKenzie, Member

Surplus
Government
Equipment

Industrial
Assistance

Promotion
Made-in-Alberta
Products

Advisory
Committee
Government
Purchasing Agency

CROWN CORPORATION

Marketing Services Limited

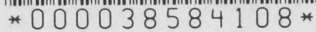
HEAD OFFICE

Room 218, Alberta Block
10526 Jasper Avenue
Edmonton

Southern Alberta Branch,
806 Centre Street South,
Calgary, Alberta.

Warehouse and Sales Lot
Cor. 104th Ave. and 122nd Street,
Edmonton, Alberta.

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